U.S. Customs and Border Protection

Awareness of Counterfeits in E-Commerce

How to say NO to fakes by KNOWING Fakes!

U.S. Customs and Border Protection wants to help you understand consumer online shopping responsibilities. U.S. consumers spend more than $100 billion every year on intellectual property rights (IPR) infringing goods, falling victim to approximately 20% of the counterfeits that are illegally sold worldwide. Be aware before you buy by following these guidelines.

Impacts on our economy

Is it too good of a deal?

A low price doesn't mean it is smart to buy! Counterfeiters may use **false reviews** to obtain an **unfair advantage over legitimate businesses,** tricking you into buying fake, defective, and/or dangerous products.

Buying fakes directly hurts real businesses!

Legal implications for everyone involved

Do you know who is getting your money?

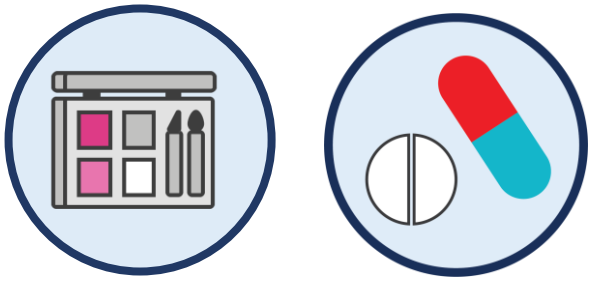
It is **illegal** to purchase counterfeit goods for many reasons. However, many people don't realize that the creation of counterfeits can involve **forced labor**, **human trafficking,** or support other **criminal enterprises.**

Even innocuous fakes can fund criminal causes!

Risks to our own health and safety

Does your purchase meet safety guidelines?

Counterfeiters may take advantage of high demand goods that are meant to help people. Many counterfeit products are low-quality and can cause **injuries or even death** when used.



Counterfeiters don't care about the well-being of you or those close to you!

Protect yourself, others, and America by avoiding counterfeit goods!

For more information contact ecommerce@cbp.dhs.gov
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